Mama Fanart Contest 2026

Official Rules and Privacy Notice

Version: 11 September 2026. Effective when published with the contest announcement.

Create your own fanart inspired by Mama, email it before the deadline, and compete for one of three physical prize bundles. Entry is free. Winners are selected by a jury, not by chance.

1. Organizer and Contact

1.1. The organizer and data controller is Urszula Lin-Konarska, a sole trader established in Sweden under the business name Socially Awkward Orchestra, trading as Pat-o-Logic Studio. In these rules, "Organizer" means that business and its owner.

1.2. Contact for entries, questions, complaints, privacy requests and a copy of these rules: office@pat-o-logic.com. The same email address is the business contact for this contest.

1.3. The contest concerns fanart inspired by the characters, settings, story or themes of the game Mama on Steam. The Organizer makes these rules available with the public announcement in a form that can be saved.

1.4. No purchase, entry fee, Steam account, social media account, Tokyo Game Show ticket or visit is required. Wishlisting the game, following an account, liking or sharing a post and tagging another person are optional. None affects eligibility, judging or receipt of a prize.

2. Who May Enter

2.1. The contest is open worldwide to individual artists, of any age, where participation and delivery of the prize are lawful. There is no separate residence restriction. Applicable laws, sanctions and legal restrictions cannot be overridden by these rules. Materials in a particular language do not create different entry conditions.

2.2. An entrant who is below the age of legal majority in their place of residence must participate through a parent or legal guardian. The guardian must read and accept these rules, send the entry from an email address the guardian controls, include the declaration in section 12.2, handle contest correspondence and accept and receive any prize on the young artist's behalf. Any stricter local requirements continue to apply. Children should not send personal contact or delivery information independently.

2.3. Jury members, people directly administering the contest, and their spouses, partners, parents, children and siblings may not enter. A juror must not assess an entry where a personal or professional relationship creates a conflict of interest.

2.4. Entries must be individual work. Joint or team entries are not accepted. Each person may submit up to three different artworks, but may win only one prize bundle. Multiple email accounts do not increase that limit.

3. Opening, Deadline and Results

3.1. Entries open when the contest announcement and these English rules are publicly published together. The version date on this document is not, by itself, the opening date.

3.2. The deadline is 30 September 2026 at 23:59:59 Anywhere on Earth (UTC-12). This gives everyone the whole of 30 September in their local time zone. It is one shared closing moment, not a separate deadline for each entrant.

3.3. The same closing moment is 1 October 2026 at 11:59:59 UTC; 13:59:59 in Sweden and Poland (CEST, UTC+2); 20:59:59 in Japan (JST, UTC+9); and 19:59:59 in mainland China and Taiwan (UTC+8).

3.4. The Organizer's incoming mail server must receive the entry by that moment. The sending time alone does not prove timely receipt. Send early enough to allow for delivery problems, large attachments or a rejected message. Entries received after the deadline cannot be admitted through an administrative correction.

3.5. Results will be announced on 1 October 2026, after entries have closed and the jury has completed its assessment, on the Pat-o-Logic Studio Facebook page. Winners will also be contacted by email, so a Facebook account is unnecessary. Results will never be finalized before the closing moment in section 3.2.

3.6. If an individual award is subject to an unresolved eligibility or authorship check, it will be clearly identified as provisional, with an explanation and an expected update date. The response periods in section 4.8 will be respected. Corrections following a review or complaint will be dated and explained on the same results channel.

3.7. Winners are announced using their chosen public display names or entry identifiers. Artwork is shown publicly only under the separate permission process in section 7. Declining publication does not affect a prize.

4. Artwork and Submission Requirements

4.1. Create an original drawing, painting or other static illustration inspired by Mama. Traditional and digital techniques are welcome. Traditional artwork may be submitted as a clear photograph or scan; do not send the physical original.

4.2. The entrant must have created the artwork's original contribution and hold the rights needed to submit it. Previously created or publicly posted work is eligible if it satisfies all these rules. Use of Mama characters and themes is permitted as set out in section 7.1. Other third-party material requires appropriate permission. Entries must not infringe another person's copyright, privacy or other rights, or contain unlawful material.

4.3. AI-generated images and AI-generated visual elements are not accepted, including generated material subsequently edited into the final artwork. Ordinary drawing software and non-generative tools for scanning, cropping and color correction are allowed.

4.4. Email the artwork as a JPG, PNG or PDF attachment to office@pat-o-logic.com. Use this exact subject, including the exclamation mark: Fanart Contest!

4.5. Attachments must total no more than 25 MB per message. If several artworks exceed that combined limit, send separate emails with the same subject. Cloud-storage links do not replace attachments. A readable attached file, not a social media post, is the entry.

4.6. In the email body, give the artist's name or chosen pseudonym, country of residence, artwork title and technique, and confirm whether the artist has reached the local age of legal majority. Include the declaration in section 12.1. For a minor, also include the guardian's name and the declaration in section 12.2. Do not send a birth date, identity-document scan, home address, telephone number or tax information with an ordinary entry.

4.7. Before the deadline, an entrant may send a replacement file and clearly identify the earlier version it replaces. Only the latest timely version of that artwork will be judged. After closing, the creative work cannot be altered. The Organizer may accept correction of an obvious administrative error or an identical replacement of a timely received but unreadable file; this cannot be used to add a late artwork.

4.8. If there are specific, reasonable concerns about authorship or compliance, the Organizer will explain them by email and allow at least three calendar days to respond, with a reasonable extension where justified. An entrant may provide sketches, intermediate versions or an account of the process. Buying verification tools or granting access to private accounts is not required. An automated AI-detector result alone is not sufficient grounds for exclusion.

4.9. Exclusion must be based on an identified breach of these rules, with the reason given by email. The entrant may complain under section 9. A request for clarification does not, by itself, disqualify an entry.

5. Judging and Ranking

5.1. A three-person jury from the Mama development team will judge eligible entries. Jury members will be named with the results. Where a conflict of interest exists, an impartial replacement will assess that entry, so that each artwork receives three independent scores.

5.2. Each juror awards up to 100 points: originality and creative interpretation, 0 to 40; connection to Mama, 0 to 30; and coherence and care of execution in the chosen technique, 0 to 30. The artwork's final score is the average of the three jurors' totals. No technique receives an automatic preference.

5.3. The artists behind the three highest-ranked eligible artworks receive first, second and third place. If one person has several highly ranked entries, only that person's highest-ranked work can earn a prize. The next prize passes to the

next distinct eligible artist in the ranking.

5.4. A tie is resolved first by the higher average originality score, then by the higher average connection-to-Mama score. If still tied, the jury jointly reassesses the tied artworks against the same published criteria and records a reasoned decision. There is no random draw.

5.5. Followers, likes, shares, purchases, wishlists and permission to publish artwork do not count toward the score. The Organizer keeps a judging record. An entrant may request their own scores and a short explanation, without receiving anyone else's private information.

5.6. If fewer than three distinct artists submit eligible work, all those eligible artists receive the corresponding ranked prizes, up to the number of eligible artists. No prize is awarded to an ineligible entry solely to fill a place.

6. Exact Prizes, Delivery and Taxes

6.1. First place: one printed Mama artbook, one postcard, one small poster, one crayon and one notebook. Approximate total bundle value: 450 SEK.

6.2. Second place: one printed Mama artbook, one postcard and one mirror. Approximate total bundle value: 320 SEK.

6.3. Third place: one printed Mama artbook and one postcard. Approximate total bundle value: 250 SEK.

6.4. The combined approximate value of all three prize bundles is 1,020 SEK (Swedish kronor), excluding organizer-paid shipping. Each listed item is supplied once per bundle. The physical items, rather than a cash sum, are the prizes. The first-place bundle does not include a mirror; the mirror belongs to the second-place bundle.

6.5. A winner will be emailed from office@pat-o-logic.com and has seven calendar days to accept. If there is no response, the Organizer will send a reminder and allow three further calendar days. If the winner declines or still does not reply, the prize may be offered to the next eligible artist in the ranking, and the reason will be recorded. For a minor, the guardian handles acceptance.

6.6. Delivery information is collected only from winners or their guardians: recipient name, postal address, and a telephone number only if required by the carrier. Any legally necessary customs or tax information will be requested separately with an explanation. Acceptance does not require buying anything or paying an entry or prize-release fee to the Organizer.

6.7. The Organizer pays standard postage or courier shipping and will dispatch each prize within 30 calendar days after receiving acceptance and complete, valid delivery details. A dispatch confirmation and tracking information, where provided by the carrier, will be emailed. Transit and customs-clearance times depend on the destination and are not part of the dispatch promise.

6.8. Delivery is offered worldwide wherever lawful carriage is available. If sanctions, a legal prohibition or a carrier suspension prevents delivery, the Organizer and winner will discuss a lawful alternative or delayed shipment at no additional shipping cost to the winner. Such a problem is not an automatic right to cancel the award, and no restricted route or false declaration will be used. In-person collection is optional and requires agreement.

6.9. The winner is responsible for any customs duty, import VAT or other import tax, customs-clearance or handling charge, and any personal tax lawfully payable by that winner. For a minor, the guardian must consider and handle these obligations. The Organizer does not reimburse those charges. Amounts depend on the destination and the winner's circumstances; the Organizer cannot promise that they will be zero.

6.10. Prizes are provided free of charge. Customs declarations will accurately describe the contents, their value and their status as contest prizes. A parcel may be marked as a gift only if that classification is permitted by the applicable customs rules. Gift labeling does not guarantee a duty or tax exemption, and the declared value will not be artificially reduced.

6.11. The Organizer remains responsible for any reporting, withholding, accounting or tax obligation that the law places on the Organizer; those obligations are not transferred to entrants by section 6.9. Necessary information about a winner's obligations will be supplied with the prize notification. Winning a prize is not represented as automatically tax-free.

6.12. There is no cash alternative. Promised prize quantities or values will not be reduced. Substituting an unavailable item requires the winner's agreement to an item of at least equivalent value. A missing, lost or damaged shipment should be reported to the contest email so the Organizer can investigate with the carrier; mandatory consumer or other statutory rights remain unaffected.

7. Artist's Rights and Optional Sharing

7.1. To the extent the Organizer controls the relevant Mama rights, entrants may use the game's characters and themes to create contest fanart and show their own work in personal portfolios and social media, identifying it as fanart. This does not authorize commercial merchandise or a claim of official endorsement.

7.2. Artists retain copyright in their original contribution and ownership of their physical artwork. Entry and winning do not transfer copyright. Submission permits storage and copying only as necessary to administer, judge and document the contest, deal with complaints and deliver prizes, subject to section 8.

7.3. Public sharing of an entrant's artwork requires separate, voluntary permission. Before requesting it, the Organizer will identify the particular artwork, proposed credit, exact channels and publication period. The artist may choose individual channels or decline entirely. A guardian must authorize any such use for a minor, consistently with the artist's rights and applicable law.

7.4. The offered license is non-exclusive, royalty-free and limited to digital reproduction and online display in reports about this contest and its results, with the agreed artist credit. Its maximum duration is 24 months from the agreed first publication, and its audience is worldwide because the Internet is publicly accessible. It does not become effective merely because an entry is submitted.

7.5. Technical resizing, compression and an adjacent credit are permitted within an agreed publication. Cropping that changes the composition or other creative alterations require separate permission. The license does not include merchandise, inclusion in the game or an artbook, resale, paid advertising or AI training by the Organizer.

7.6. Technical service providers may receive only the rights necessary for the agreed display. If a platform requires wider rights, the Organizer must obtain separate informed authorization or use a different channel. The artist may end the artwork license by email on 14 days' notice. The Organizer will then remove public copies it controls. It cannot guarantee removal of independent copies previously made by others.

7.7. Consent to publication of personal data can be withdrawn at any time and is not subject to the license's 14-day notice period. Declining or withdrawing either permission has no effect on judging, participation or a prize. Separate consent is never an entry requirement.

8. Privacy Notice

8.1. Urszula Lin-Konarska, operating Socially Awkward Orchestra / Pat-o-Logic Studio in Sweden, is the controller. Send privacy questions or requests to office@pat-o-logic.com. No data protection officer has been appointed; the owner handles privacy correspondence.

8.2. Entry data consists of the artist's name or pseudonym, email address, country, adult-or-minor declaration, artwork title and technique, artwork file and contest correspondence. For a minor, this also includes the guardian's name, email and authorization. Delivery and legally necessary tax or customs data is requested only if the entrant wins. Unnecessary information should not be sent.

8.3. Processing necessary to receive and assess entries, communicate with entrants and perform the prize obligations is based on Article 6(1)(b) GDPR. Necessary safeguards against rule breaches, contest records, pseudonym-based results and handling legal claims rely on the Organizer's legitimate interests under Article 6(1)(f), taking account of entrants' rights and the particular protection owed to children. Legally required tax and accounting processing relies on Article 6(1)(c). Optional publication of artwork with personal credit relies on separate consent under Article 6(1)(a).

8.4. Entry does not subscribe an artist or guardian to a mailing list and is not consent to unrelated marketing. There is no automated judging, profiling or decision based solely on automated processing. Humans assess the artworks. Contest entries must not be uploaded to a public AI service or used by the Organizer to train generative models.

8.5. Access is limited to authorized contest administrators and jurors and, as necessary, email, hosting and IT providers, legal or accounting advisers, carriers, customs authorities and other legally entitled public authorities. Each

recipient receives only the information needed for its role, with appropriate contractual and security safeguards where required. Public results use an agreed display name or an entry identifier; private email and delivery details are not published.

8.6. Services used to administer the contest may involve processing outside the European Economic Area. The Organizer must identify those transfers and use a valid GDPR Chapter V basis, such as an applicable European Commission adequacy decision or approved contractual safeguards with any required supplementary measures. Entrants may obtain recipient, destination and safeguard information, including a copy or explanation of relevant safeguards, through the contest contact. Information about any new transfer must be supplied before that processing begins.

8.7. Where a winner requests delivery outside the EEA, only the information needed for shipment and lawful customs clearance will be shared along that delivery route. The Organizer must ensure an applicable transfer basis and explain the necessary recipients and destination when collecting the winner's delivery information. Before optional sharing on a social platform, the Organizer will provide the proposed channel and its privacy information, including relevant international-transfer information. No one must agree to artwork publication in order to receive a prize.

8.8. Ordinary entry files and correspondence will be deleted or irreversibly anonymized within 90 days after prize administration and any then-open complaints are completed. An identified dispute may justify keeping only the records necessary to resolve it and protect or exercise legal rights; those records will be deleted when that need ends. Tax or accounting records required by law are retained for the applicable statutory period, limited to the necessary information. Entire artwork collections are not retained indefinitely for hypothetical disputes.

8.9. Separately authorized public artwork and credit are processed for the agreed period, no longer than 24 months, or until consent is withdrawn if earlier. Withdrawal does not invalidate earlier lawful processing. Minimal evidence of permission or withdrawal may be kept only where necessary to demonstrate compliance or deal with an identified claim, not to continue promotional use.

8.10. Subject to the GDPR's conditions, individuals may request access and a copy, correction, erasure, restriction and data portability. They may object to processing based on legitimate interests on grounds relating to their particular situation. A guardian may exercise a minor's rights where legally authorized; the child's own applicable rights remain intact. Consent can be withdrawn as easily as it was given by emailing office@pat-o-logic.com.

8.11. Requests will normally be answered within one month. If the GDPR permits an extension because of complexity or the number of requests, the Organizer will explain it within that first month. Identity checks will be proportionate and will not routinely require identity-document scans. A request to remove information still necessary to administer an active entry may make continued participation impossible; the Organizer will explain that consequence before acting. Withdrawing optional publication consent never has that consequence.

8.12. A complaint may be made to the Swedish supervisory authority, Integritetsskyddsmyndigheten (IMY), or another competent authority, including the authority in the individual's EU place of habitual residence, work or the alleged infringement. Supplying data is voluntary, but the limited entry data is necessary to participate and delivery information is necessary to send a prize.

9. Complaints and Corrections

9.1. Send a contest complaint to office@pat-o-logic.com. The suggested subject is Mama Fanart Contest complaint, but no special form or wording is required. Identify the entry, explain the issue and provide a reply address. Complaints may concern eligibility, the application of scoring criteria, conflicts of interest, exclusion, results or delivery.

9.2. The Organizer will respond within 14 calendar days of receiving a complaint, explain the conclusion and correct any substantiated error. No deadline in these rules removes a statutory remedy or shortens a legal limitation period.

9.3. The complaint procedure does not exclude court proceedings or other legally available remedies, and need not be used before exercising a statutory right.

10. Platforms and Changes

10.1. This contest is organized by Socially Awkward Orchestra / Pat-o-Logic Studio. It is not sponsored, endorsed or administered by Facebook, Instagram, Valve/Steam or Tokyo Game Show. Questions and claims about its organization should be directed to the Organizer.

10.2. To the extent permitted by applicable law, entrants release Facebook and Instagram from responsibility for the organization and running of this contest. This does not exclude liability or rights that cannot lawfully be excluded, nor release the Organizer from its own obligations.

10.3. After opening, the Organizer will not introduce retrospective changes that disadvantage existing entrants or reduce promised prizes. Necessary legal corrections or corrections of errors must be dated, explained and published alongside the rules. This is not an unrestricted right to cancel the contest or change its closing time.

11. Applicable Law and Language

11.1. Swedish law applies, without removing mandatory protections available under other applicable law, including any applicable consumer protections of an entrant's country of habitual residence. These rules do not require entrants to use only Swedish courts; jurisdiction is determined by applicable law.

11.2. These are the English contest rules. Localized promotional copy must describe the same mechanics, deadline and prizes. A translation or a summary cannot take away mandatory rights or silently change a promised prize. Any material discrepancy should be reported to the Organizer for a dated correction.

12. Entry Declarations Without a Separate Form

12.1. Include the following statement in the entry email, alongside the information required by section 4.6: "I have read the Mama Fanart Contest 2026 rules and submit the attached artwork under them. I created its original artistic contribution, hold the rights needed to submit it, and confirm that it contains no AI-generated visual elements. The participation information provided in this email is accurate. I have read the privacy notice in section 8. I understand that public sharing of the artwork is optional and requires a separate request."

12.2. For a minor, the guardian also includes: "I am the parent or legal guardian of the artist identified in this email, and I am authorized to approve this participation. I have read and accept the contest rules and privacy notice, approve submission of the attached artwork, and will handle contest communications and any prize on the artist's behalf. I understand that import charges or taxes may be payable. My name is provided in this email and this sending address is my contact address. This declaration does not authorize public sharing of the artwork."

12.3. The email itself records the submission date and contact address. No separate blank application or identity-document upload is required. If the Organizer later requests publication permission, that request must already identify the actual artwork, channels, credit and dates, and allow an explicit yes or no. Silence is not consent.